



SUCCESS STORY

GREEN MOUNTAIN COFFEE ROASTERS WATERBURY, VT

Green Mountain Coffee Roasters (Green Mountain) transports about 20 million pounds of coffee annually all over the United States. Ethics and a commitment to social responsibility are two of Green Mountain's guiding principles, and examining the environmental impacts of their decisions is an important part of how the company functions. Two years ago, after analyzing the fuel efficiency of their fleet, Green Mountain found that idling times were very high. In an effort to lower these times, and after considerable research, Green Mountain enrolled their fleet of 22 trucks in the SmartWay program in the spring of 2005.

Green Mountain's idle-reduction education efforts helped to earn the company a 2005-2006 Vermont Governor's Award for Environmental Excellence and Pollution Prevention. Idle-reduction education has been the cornerstone of Green Mountain's strategy, providing drivers with information and incentives to reduce the number of truck-idling hours. Green Mountain has worked with their drivers to dispel the myth that diesel engines need to idle, and carefully monitors the fleet for fuel efficiency. Although their number of trucks and miles on the road has increased, Green Mountain has substantially reduced their idling time: from a high of 12,366 hours in 2004 to a projected total of 4,063 hours in 2007. The company expects to reduce CO₂ emissions by 640 tons in 2007 alone from these idle reduction strategies. Such strategies will also save the company over 2,500 gallons of fuel, resulting in over \$7,000 of savings.

Green Mountain also utilizes SmartWay aerodynamic technologies. They began testing nose cones on the front of their trucks in May 2005 and have found a 5-10% increase in fuel efficiency. Added bonuses from this technology are that the trucks are quieter and more stable.

In addition to idle-reduction and aerodynamics, Green Mountain is looking to use biodiesel in their trucks. Biodiesel consists of renewable, non-petroleum oils blended with regular diesel, which create a fuel that emits fewer pollutants. Towards that end, they are currently installing a 10,000 gallon biodiesel tank, and plan to start off using B5, a blend made with 5% biodiesel. Beyond the emissions-reduction benefits for their fleet, Green Mountain feels it is important to be a leader on social and environmental issues, and they hope to help create a market for biodiesel.

Green Mountain believes that SmartWay can be used as a lever to turn other companies towards better environmental practices. "SmartWay Partnership may be a factor of whether a carrier receives our business," notes Don Ostler, fleet manager for Green Mountain. He believes that as more companies become involved in the SmartWay program, the public will soon follow. "Companies," Ostler concludes, "must be leaders in the environmental sector."

Green Mountain has always been focused on social responsibility, and has found a strong environmental partner in the SmartWay program. They will continue to work with innovative strategies and technologies, and are a great example of the way a company can incorporate SmartWay goals into their mission.

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***portions of this story written by the national SmartWay team as a Green Mountain Coffee Roasters Case Study